Reg. No. : ....

Name : ....

First Semester B.B.A. Degree Examination, November 2019

Career Related First Degree Programme under CBCSS

Core Course BM 1142 : MANAGERIAL ECONOMICS

(2017 Admission Onwards)

Time : 3 Hours

Max. Marks : 80

PART – A

Answer **all** questions. Each question carries 1 mark.

1. Define managerial economics.

2. What is demand function?

3. What is meant by Demand forecasting?

4. What is Diseconomies of scale?

5. What is Cartel?

6. What is Break Even point?

7. What is inflation?

8. What is GDP?

9. What is meant by Fiscal policy?

10. What is Fiscal Deficit?

(10 × 1 = 10 Marks)

P.T.O.

PART – B

Answer **any eight** questions. Each question carries 2 marks.

11. What is GNP?

12. Explain factors affecting demand.

13. What is cost function?

14. What is recession in economy?

15. What are the characteristics of a budget?

16. What is consumer surplus?

17. What is SLR?

18. What is fixed exchange rate?

19. What is meant by Current and constant price for estimating national income?

20. Differentiate Repo and Reverse Repo.

21. What is trend projection method?

22. Discuss the characteristics of business cycle.

(8 × 2 = 16 Marks)

PART – C

Answer **any six** questions. Each question carries 4 marks.

23. Explain Law of Demand with illustration.

24. Discuss the concept of economies of scales.

25. What is explicit cost and implicit cost?

26. Explain the problems of national income estimation in India.

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27. Explain Marri's model of balanced growth.

28. Explain Baumol's sales revenue maximisation model.

29. What are the objectives of pricing?

30. What is plan and non-plan expenditure?

31. Explain O.Williamson's Model on Managerial Enterprise.

$$(6 \times 4 = 24 \text{ Marks})$$

PART – D

Answer **any two** questions. Each question carries 15 marks.

32. Explain different types of Elasticity of demand and its estimation.

33. Discuss the role of NSSO and CSO in detail.

34. Explain different types of market structure with its features.

35. Discuss the role of managerial economist in business decision making.

$$(2 \times 15 = 30 \text{ Marks})$$

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